

Message Text

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AMCONSUL IBADAN POUCH

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SUBJECT: COUNTRY COMMERCIAL PROGRAMS

REF: (A) STATE 5312; (B) STATE A-9016

1. FOR FY 76 CCP WE RECOMMEND 5 PRODUCT CAMPAIGNS IN FOLLOWING FIELDS; ENERGY SYSTEMS; COMMUNICATION EQUIPMENT AND SYSTEMS; BUILDING AND CONSTRUCTION SUPPLIES AND EQUIPMENT; AGRICULTURAL MACHINERY, SERVICES AND EQUIPMENT BUSINESS EQUIPMENT AND SYSTEMS. THESE WERE CHOSEN FROM AMONG PRIORITY PRODUCT CATEGORIES DESCRIBED LAGOS A-20- OF OCTOBER 11, 1974

2. PRIMARY OBJECTIVES OF COURSE IS TO INCREASE SALES U.S. EQUIPMENT AND SERVICES. WITH RESPECT ENERGY SYSTEMS AND COMMUNICATIONS ESSENTIAL AIM WOULD BE TO SUPPORT U.S. FIRMS EFFORTS OBTAIN SHARE OF MAJOR PROJECTS THAT FEDERAL MILITARY GOVERNMENT HAS UNDER CONSIDERATION. IN CASE OF AGRICULTURE AND BUILDING AND CONSTRUCTION, OBJECTIVE ALSO TO ENGAGE U.S. FIRMS IN STATE AND FEDERAL PROJECTS. IMMEDIATE OBJECTIVE WITH RESPECT TO BUSINESS EQUIPMENT WOULD BE TO DEVELOP MARKET INFORMATION FOR LATER PROMOTION EFFORTS.

3. ACTIVITIES ALREADY SCHEDULED IN THESE FIELDS FOR FY 76 INCLUDE TECHNICAL SALES SEMINAR ON COMPUTER RELATED BUSINESS SERVICES (JANUARY 1976) AND TECHNICAL SALES SEMINAR ON SEMI-ARID LAND DEVELOPMENT (MAY 1976). IN LIGHT TRADE MISSIONS
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ALREADY SCHEDULED FOR AUGUST 1975 ON AVIATION ELECTRONICS

AND SEPTEMBER 1975 FOR MOTOR VEHICLE MAINTENANCE EQUIPMENT AND MOST IMPORTANTLY IN VIEW SOLO U. S. TRADE FAIR PLANNED FOR JANUARY/FEBRUARY 1976, WE HAVE NO PROPOSALS FOR ADDITIONAL SPECIAL EVENTS OR PROMOTIONS.

4. MARKET RESEARCH RELATED TO THESE 5 PRODUCT CATEGORIES ALREADY EXISTS IN FORM 1974 MCKINLEY AND LE BLANC REPORTS ON POWER GENERATES AND TRANSMISSION EQUIPMENT; BUILDING AND CONSTRUCTION EQUIPMENT; CONSTRUCTION EQUIPMENT FOR TRANSPORTATION INDUSTRY. WE PROPOSE FOR FY 76 POST CONDUCTED (OR CONTRACTED) MARKET RESEARCH IN FIELDS COMMUNICATIONS, AGRICULTURAL AND BUSINESS EQUIPMENT AND SYSTEMS.

5. PRIORITY PROJECTS THAT WE RECOMMEND FOR INCLUSION FY 76 CCP (IN ADDITION TO THESE PRODUCT CAMPAIGNS) ARE U.S. SOLO TRADE FAIR ALREADY PLANNED FOR JANUARY/FEBRUARY; IMPROVEMENT COMMERCIAL LIBRARY FACILITIES; CHANGES IN FORMAT AND EXPANSION OF DISTRIBUTION COMMERCIAL NEWSLETTER (IN COOPERATION WITH USIS); AND ASSISTANCE TO LAGOS BASED NIGERIAN/AMERICAN CHAMBER OF COMMERCE.

6. WE HAVE STILL IN PREPARATION EMBASSY RECOMMENDATIONS FOR FY 77 CCP, BUT FOR USE IN WASHINGTON PLANNING PROCESS WE CAN SAY THAT OUR CURRENT INTENTION IS TO RETAIN FOR FY 77 PRODUCT CAMPAIGNS IN SAME 5 CATEGORIES. BY JULY OF 1976, MAJOR CONTRACTS MAY HAVE BEEN LET FOR MAJOR ENERGY AND COMMUNICATIONS PROJECTS, AND FY 77 CAMPAIGNS MAY REQUIRE REVISION. AS WE SEE IT NOW, HOWEVER, THESE 5 FIELDS WILL CONTINUE TO OFFER GREATEST POTENTIAL THROUGH NEXT TWO FISCAL YEARS AND MORE.
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